

What is claimed is:

1 1. A method of selling factory authorized services for goods sold to a bidder by a seller
2 through an on-line auction comprising:
3 displaying on a client system of a bidder, information identifying an item being
4 auctioned;
5 displaying in conjunction with said information identifying said item being auctioned, an
6 option for the bidder to request factory authorized services for said item being auctioned;
7 in response to an input from the client system of the bidder indicating that factory
8 authorized services are desired, electronically providing to the client system of the bidder a
9 request to provide information specifying the services required;
10 determining the successful bidder for the item being auctioned and, if the successful
11 bidder has requested factory authorized services, electronically providing to the client system of
12 the seller directions to ship the item being auctioned to a factory authorized service facility; and
13 receiving the item being auctioned at the factory authorized service facility, performing
14 the services identified by the successful bidder and shipping the item being auctioned to the
15 bidder.

1 2. The method of claim 1 further comprising:
2 receiving at a host system the information specifying the services required;
3 electronically providing to the client system of the bidder a cost estimate for the services
4 required.

3. The method of claim 1, further comprising:

storing a unique indicator for the bidder requesting factory services indicating that the bidder has requested factory services.

4. The method of claim 3, further comprising:

storing information specifying the factory services requested in a storage device separate from the unique indicator for the bidder requesting factory services.

5. The method of claim 1 further comprising:

receiving address information from the bidder; and
providing a referral to a local dealer for factory authorized services.

6. The method of claim 3 wherein:








The step of storing is by means of a cookie on the client system of the bidder.

7. A method of selling factory authorized services for goods sold to a bidder by a seller through an on-line auction comprising:

displaying on a client system of a bidder, information identifying an item being auctioned;

displaying in conjunction with said information identifying said item being auctioned, an option for the bidder to request factory authorized services for said item being auctioned;

7 storing, in response to an input from the client system of the bidder, an identifier
8 indicating that the user of the client system has requested factory authorized services;
9 determining the successful bidder for the item being auctioned and if the successful
10 bidder has requested factory authorized services, electronically providing to the client system of
11 the successful bidder a request to identify the services required and shipping information;
12 electronically providing to the client system of the seller directions to ship the item being
13 auctioned to the factory service facility; and
14 receiving the item being auctioned at the factory service facility, performing the services
15 identified by the successful bidder and shipping the item being auctioned to the bidder.

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1 8. The method of claim 7 wherein:
2 the step of storing is by means of a cookie on the client system of the bidder.

1 9. The method of claim 7 wherein:
2 the step of storing is a host server of an on-line auction.

1 10. The method of claim 7 wherein:

2 The item being auctioned is a golf club.

1 11. The method of claim 10 wherein:

2 In response to said input from the client system of the bidder indicating that factory

3 authorized services are desired, electronically providing the client system of the bidder a request

4 for information concerning the serial number, shaft type, loft and lie of said golf club being
5 auctioned and the type of factory services desired;
6 transmitting said information to a web server of a merchant offering said factory
7 authorized services;
8 determining, based upon said information, whether the factory authorized services desired
9 are feasible and an estimate of the cost of such factory services; and
10 transmitting the results of said determination and said estimate of cost to the client system
11 of the bidder.

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- 1 12. The method of claim 10, wherein, said request for information is an electronic form.
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- 1 13. The method of claim 10, further comprising:
- 2 receiving and inspecting the item being auctioned; and
- 3 releasing funds to the seller once the inspection has been satisfactorily completed.